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Spotlight

ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

Volume X, No. 4

MAY 11 1967

April 1967

CURRENT SERIAL RECORDS



The President of the United States, Lyndon B. Johnson, greeting the 1967 Maid of Cotton, Georgia Kay Pearce, at the White House. After a month long tour of Canada at the beginning of the year, she recently returned from motion picture filming in Trinidad, and at the end of May, she will board a Pan American jet to fly to Ireland for a fashion movie and store appearances.

EXPORTS CONTINUE HIGH

U.S. agricultural exports are continuing to set new records. During the 9 months ending March 30, exports totaled an estimated \$5.2 billion. This

topped shipments over the same period last year by 3 percent.

Agricultural exports currently are running at an annual rate near \$6.9 billion -- an all-time high. In fiscal 1965-66, they reached a record \$6.7 billion.

During the first eight months of 1966-67 there were increases in exports of cotton, grains and preparations, oilseeds and products, tobacco, and vegetables. These more than offset declines in animals and animal products, and fruits and preparations.

Cotton exports are more than a third higher than for the same 8-month period a year ago. Substantial expansion in wheat shipments has increased grain exports. Rice exports reached an estimated \$180 million, 19 percent above the total of last year's corresponding period.

Tobacco exports for the period were up one-third and were about equal to total exports in fiscal 1965-66.

Although exports of animals and animal products were down -- principally because of reduced exports of dairy products -- shipments of hides and skins have advanced sharply, rising 21 percent above last year's level of \$81 million.



Samuel H. Sabin, new president, U.S. Feed Grains Council.

NRA SPONSORS FEEDING TRIALS IN EUROPE AND JAPAN

The National Renderers Association annually initiates and maintains test programs in Europe and the Far East to promote the use of American source animal fats and proteins. These projects are designed to obtain more basic information relating to all phases of animal and poultry feeding and are carried out in local research centers under local conditions and standards.

A feeding study in the field of animal and poultry nutrition was recently carried out at the Institute of General Animal Husbandry under the direction of Professor A. Falaschini of the University of Bologna, Italy. The study was designed to determine the economic feasibility of using 10% American beef tallow in swine rations and to discover the amount of choline required for the most efficient utilization of this high energy ration. Results of the study received widespread publicity at the World Congress on Animal Feeding held in Madrid last October, when Professor Falaschini and his aides presented three papers based on the results. The NRA Scientific Newsletters which are published and widely distributed in five languages by the NRA European Technical Consultant's office in Barcelona also published the test results.

In the Far East, where fish meal is presently in short supply, feeding trials were conducted at 10 test sites in cooperation with the Japan Scientific Feed Association to determine the feasibility and economics of substituting American meat and bone meal and feather meal for part of the traditional fish meal in poultry and hog rations. Results of these tests were reported at the Japan World Poultry Science Association Meeting on November 9, 1966 and in the printed Proceedings of this meeting.

All tests sponsored by NRA are carefully checked by Dr. O.H.M. Wilder, an NRA staff member, and an expert in the use of fat in feed, before being approved and initiated. Particular attention is given to test procedures and methods as well as the local conditions in the countries where tests are made.



Photo taken at a reception held in Tokyo honoring Katsi Toyoda for his outstanding service to the U.S. poultry industry. Left to right--Kunie Uyeno, Tokyo Trade Center staff; Russ Strobel, Director, Dairy and Poultry Division, FAS/W; Katsunari Toyoda; Carl Scott, IAPI Country Director, Japan; and Lee Campbell, IAPI Washington Representative.

COTTON PROMOTION GROWS

Plans for the International Institute for Cotton were outlined by Carl Campbell, acting Executive Director for Cotton Council International, at the annual meeting of the CCI directors in San Francisco, February 4.

The Institute has assumed responsibility for the cotton market development programs in Western Europe and Japan. "CCI will continue to carry out the cotton market development program in Canada and the economic research program in India, plus certain other activities on behalf of cotton generally, but will not carry out any activities in 1967 in countries where the Institute has programs," Campbell said.

"Since the Institute's initial resources are limited, the Department of Agriculture authorized CCI to subcontract operations of eight country

programs (Austria, Belgium, Finland, Japan, Netherlands, Spain, Sweden, and Switzerland) to the Institute in 1967 in order to avoid duplication of effort and to concentrate activities in Western Europe and Japan under one organization. The Institute assumed entire responsibility for and financing of the programs in Denmark, France, Germany, Italy, Norway and United Kingdom. The transition will be completed in 1968.

"In 1967, the total budget for cotton market development in Western Europe and Japan will be \$3.3 million, compared to \$2.5 million budgeted by CCI for programs in these countries in 1966. The Institute's budget for 1968 should approximate \$4.5 million," Campbell said.

CCI's Board instructed the staff to make feasibility studies looking toward new market development work in key areas not covered by Institute programs.

European headquarters for the Institute have been established in Brussels. Seat of the Institute is in Washington, D.C. The organization also has offices in London, Frankfurt, Paris, Milan, Oslo and Osaka. Key staff members, in addition to Executive Director Read Dunn, Jr., include Peter Pereira, Program Director; Hans Koedam, Director for Market Research; Roger Pierrard, Sales Promotion Director; Leslie Rogers, Director of Administration and Treasurer; Per Alme, Regional Representative for Scandinavia, and Dieter Frank, Regional Representative for Austria, Germany and Switzerland. Remi Piryns will serve as program consultant and advisor. Ernst Weiss, formerly research director for Switzerland's Heberlein Company, will advise on cotton utilization research.



Fredrick C. Martin (3rd from left), Soybean Council oil technologist, instructing officials at the Izmir, Turkey, Taris Oil Plant on the production of shortening and margarine from U.S. soybean oil. Shown in the usual order are Bulent Cagdas, chemical engineer; Haluk Brgeneli, Director of the plant; Martin; and H. Gul, Assistant Director for SBC in Turkey. Technical assistance has been instrumental in the success of the SBC program.

CLING PEACH AND RAISIN PROMOTION DIRECTORS NAMED

Percy Rideout, a cling peach grower and former grocery products executive, has been appointed European Trade Promotion Director for the Cling Peach Advisory Board. He replaces Eugene Beals who has accepted the position of Advertising Promotion Director for the California Raisin Advisory Board.

Rideout has been in sales, promotion, public relations and administrative activities, and was formerly associated with the Swanson Frozen Foods Company. He has been active in the cling peach industry offices, particularly as a member and former chairman of the Cling Peach Advisory Board's Advertising Committee. He will be headquartered in Brussels and working on cling peach merchandising, advertising and publicity programs in ten European countries.

Beal's new position as Advertising Promotion Director includes both domestic and foreign promotion activities for the Raisin Advisory Board. He will be stationed in Fresno.

Gene has had 15 years experience in sales and promotion of California foods. For the past 2 1/2 years he has been stationed in Frankfurt handling the European promotions of the Cling Peach Advisory Board. From 1952-64 he was Manager of the California Turkey Advisory Board.

\$1.2 BILLION EXPORT BONUS

C. R. Eskildsen, Deputy Assistant Secretary of Agriculture, had this to say about market development and its contribution to a favorable balance of trade.

"Increased exports are bringing many dollars back to the United States. As a matter of fact, we are doing better relatively with our farm product exports than we are with our industrial shipments. Although agricultural exports make up only a fourth of our country's total exports, last year they accounted for two-thirds of the total favorable balance of trade.

"The gross contribution of agriculture to dollar export earnings in 1966 was \$5,749 million. From this we subtract the value of dollar-costing agricultural imports, \$4,492 million, leaving a net contribution to the balance of payments of \$1,257 million.

"It seems to me that the meaning of these numbers is that without the outstanding record agriculture has made in commercial exports, the U.S. would not have been able to afford the modest aid program we have."



Members of a 6-man-woman Japanese team viewing the prepackaging line for cut-up poultry at the Rockingham Poultry Marketing Cooperative. The team was composed of leading Japanese home economists, and was sponsored by a Japanese newspaper and the U.S. Feed Grains Council as a means of stimulating the Japanese to improve their diets through increased consumption of eggs, poultry, milk and meat.

REVISED 1967 SCHEDULE OF U.S. AGRICULTURAL EXHIBITS

U.S. Processed Foods Exhibit, U.S. Trade Center, Stockholm, Sweden, April 19-26, food and related items showing to invited tradesmen only.

Ideal Home Exhibition, Edinburgh, Scotland, April 19-May 6, display and sale of U.S. foods; new items featured.

Eastern Mediterranean Nutrition Seminar and Exhibit, Beirut, Lebanon, May 2-4, exhibit and seminar stressing improved poultry feeding techniques.

Eastern Mediterranean Nutrition Seminars and Exhibit, Megara, Greece, May 11-13, (seminar); Salonika, Greece, May 15-17 (seminar); Megara, Greece, May 7-21 (animal nutrition exhibit), exhibits and seminars stressing improved livestock and poultry feeding techniques.

International Food Packaging Fair, Moscow, USSR., May 16-29. USDA will assist USIA in mounting a food packaging exhibit in which a number of categories of U.S. food and agricultural products will be displayed.

First International Food Fair, Dublin, Ireland, September 7-16; display and sale of U.S. foods; new items featured.

22nd International Fair of Dairy Cattle, Cremona, Italy, September 10-18; showings of high-performance dairy breeding cattle.

Yorkshire Food Fair, Leeds, England, September 20-30; display and sale of U.S. foods; new items featured.

Semi-Annual Show, U.S. Trade Center, Tokyo, Japan. Frozen foods show for the trade only, September 25-October 6.

ANUGA -- International Exhibition of Fine Foods and Provisions, Cologne, Germany, September 30-October 8, public and trade show with trade area and "Hall of States" for state participation.

Hall of States, U.S. Trade Center, London, England, October 12-20, special show featuring food products of states participating in the ANUGA exhibition.

Beirut Fall Show, Beirut, Lebanon, October 16-20; exhibition of food products in the Phoenicia Hotel focusing primarily on the trade.

National Fair of Food, Wine and Gastronomy, Dijon, France, November 4-12; trade show with emphasis on display and sale of new U.S. foods.

ASA JAPANESE PROMOTION

A major promotion of the American Soybean Association and eight soybean oil processors of the Japan Oilseed Processors Association has been under

way since last October to increase the per capita fats and oils consumption in Japan and balance the heavy Japanese demand for soybean meal for use in livestock feeds.

The promotion is being directed under ASA supervision by Dentsu Advertising Ltd., the sixth largest advertising agency in the world, with a staff of over 4,500 in Japan. A 25-minute TV program is carried over four TV stations in the metropolitan areas each Saturday morning. A popular personality is interviewed on each program. A recognized nutritionist of authority in cooking and foods gives a demonstration using soybean oil on each telecast.

Promotion is also being carried out for soybean oil margarine by the Japanese American Soybean Institute, the operating agency for ASA's market development project in Japan in conjunction with the Japan Margarine, Shortening and Lard Association. "In-Store" demonstrations in 600 stores were featured during February, March and April. Trained demonstrators passed out samples of vegetable oil margarine at these promotion sites. Six margarine manufacturers are co-operating in the campaign.

STRONG SUPPORT FROM STATES FOR ANUGA

Almost twice as many states have applied to participate in the Hall of States at the International Fair of Fine Foods and Provisions (ANUGA) as were in the Munich fair last year. ANUGA will open September 30 for a nine-day run in Cologne, Germany.

Booths, in limited space available in the Hall of States at ANUGA, were assigned on a first-come, first-served basis. The state exhibits accepted include those of Florida, Illinois, Indiana,



The National Renderers Association at their February marketing plan workshop in Chicago. Left to right: O. H. M. Wilder, Technical Services Director; Alexander Boggio, Rome; James Iso, Tokyo; Dean Specht, Executive Director; and Robert Werner, Executive Assistant.

Iowa, Maine, Michigan, Minnesota, Mississippi, New York, Pennsylvania, South Carolina, Virginia, and Wisconsin.

Each State is helping to defray part of the cost of its booth in ANUGA, where it will display foods and agricultural commodities from the State. States will staff their booths with personnel who can give c.i.f. prices and other marketing information for all the products on display.

Following the close of ANUGA, all of the participating States will move to London for another special Hall of States in the London Trade Center, October 12-20, 1967. Booth space in the Trade Center is being furnished without charge by FAS. This will be an "all trade" show, open only to bona fide food tradespeople.

THE WORLD OF SUNKIST

The world-wide export activities of Sunkist (the major exporter in the California-Arizona Citrus League) are described in a current issue of its employee magazine. Excerpts from the article, "The World is our Market," follow:

"Sunkist has been exporting to foreign markets for more than 40 years. The first refrigerated vessel sailing from the west coast to Europe via the Panama Canal carried Sunkist citrus fruit. . .

"Our fresh fruit export sales and distribution carries California/Arizona citrus into 30 foreign countries, not including Canada. . . Our export markets are in Europe and the Far East -- in the ratio of about three to one respectively.

"In its largest volume year to date -- last year -- Sunkist exported about 5,600,000 cartons of oranges, 4,750,000 cartons of lemons and 1,050,000 cartons of grapefruit. . . These figures become especially significant when it's noted that they represent 18 percent of Sunkist's total shipments for the year. . .

"The people of Hong Kong buy more citrus from Sunkist than do the consumers in many of the larger cities in the United States . . . last year almost 1 1/2 million cartons were sold there. . .

"Japan is a growing customer. . . The obstacle had been import licensing controls on lemons. These restrictions were liberalized in May 1964. Since that time Sunkist lemon shipments to Japan have grown from 250,000 cartons in 1963 to 1,200,000 cartons this past season."



HERE and THERE

Wheat Associates celebrated its 10th anniversary of market development programs in Japan with special ceremonies at the March 13-24 U.S. Trade Center Wheat Show. Plaques were presented to the cooperating Japanese organizations.

Katsunari Toyoda of Tokyo IAPI Office after successfully guiding the poultry promotion program for Japan from its inception in 1961 resigned his position as IAPI Tokyo representative on April 1. During his tenure, exports of U.S. poultry increased from 144,378 pounds in 1961 to 10,148,270 pounds in 1966. Katsi, as his friends call him, has not severed his relationship with FAS market development work but will use his competence to develop the Japanese market for U.S. prunes.

"Economic Monitor" (one of the top business newspapers in the Philippines) recently noted that wheat showed the greatest gain of all agricultural imports into the country during the last fiscal year. It noted that a consumer promotion program, being initiated by the Millers Association and Wheat Associates, would mean "a continuously growing market for U.S. wheat in the Philippines."

A 5-Man Austrian-German Team, visited the U.S. April 7-23 to study the use of soybean meal. The Beltsville Agricultural Experiment Station, the American Feed Manufacturers Association, Chicago Board of Trade, Allied Mills Research Farm in Libertyville, Illinois, Iowa State University, Ralston Purina Research Farm in St. Louis, and New Orleans port facilities are among the points to be visited.

George Warner, former Dairy Society International staff member, is now Assistant Food for Peace Officer in Brazil after having served for about two years with the American Dry Milk Institute.

Milk-based baby and dietetic foods are among the products now being promoted by Dairy Society International. Exports of these dairy products gained 10 percent last year, despite the drastic drop in U.S. milk supplies and consequent rise in prices.

Samuel H. Sabin, Vice President of Continental Grain Company was elected First Vice President of the U.S. Feed Grains Council at the mid-winter Board of Directors meeting, March 9-10. Mr. Sabin's experience also includes service with the Federal Farm Board, Reconstruction Finance Corporation, Commodity Credit Corporation and Export Import Bank.

Eight visiting German renderers met with National Renderers Association Executive Director, Dean A. Specht and Technical Director, Dr. O.H.M. Wilder in March in Chicago. The group's tour was prompted by the fact that foreign markets for the renderers products are growing rapidly, and in the six member countries of the European Common Market, a new system for trading in beef, including fats, provides for free circulation of animal by-products.

In Chicago the Germans took time out to see the new NRA color motion picture, "Take a Second Look", and to discuss in detail American rendering methods and techniques. After the meeting, the group toured the local facilities of Nick Beucher & Sons, Albright-Nell & Company, and General Rendering Company.

A Revised List of Market Development Cooperators recently distributed to cooperators by FAS shows 33 organizations under continuing contracts with FAS and 26 additional organizations which have participated in cooperative programs within the past year.

The new due date for cooperator marketing plans, by coincidence corresponding to the income tax due date, is flooding the mails. Plans were rolling in this week (April 9-15).